

Why Do People Give to Charities?

People give to charities for many reasons. Among the top reasons people support any charitable appeal are:

- Donor believes the work of the charity is essential for society.
- Charity helps families.
- Personal involvement or association with the charity.
- Strong belief in the mission of the organization.
- Charity helped the donor or someone he/she knows.
- Makes the donor feel good...that he/she helped someone in need.
- Charity supports children and youth.
- Charity is a reputable, trusted organization.
- Charity supports disease research.
- Tax benefits.
- Donor gives in memory of a loved one.
- Donor feels it's his or her duty to help those less fortunate.
- Spiritual reasons.
- Incentives and prizes.



So Why Do People Give to United Way Over Other Charities?

